Microsoft Windows Messenger Service

Microsoft Windows Messenger service is a service installed by default on all modern Microsoft Windows operating systems. It allows a network administrator to send messages to a computer or multiple computers on his network, or it can be used by programs and devices to display messages to the users of the computer. Unfortunately, spammers have found ways to use this feature to advertise their products. The programs spammers use can send up to 5000 messages an hour. This results in almost anyone who is running Windows and connected to the Internet receiving these mostly unwanted and annoying pop-up messages.

Some people have sunk lower than the lowly spammers and started using this technique to sell a program which stops the Messenger service pop-ups. Some may think, “Finally, a program that can stop all of these annoying ads! It’s well worth $30!” What does this “amazing-super-duper-great-genius” program do? It simply stops the Messenger service from running. Even though stopping the Messenger service may not be within the scope of the average Windows user, there are many easy to follow tutorials that can be found just by searching for “stop messenger service” on Google.

Reaction

After leaving my computer on over night after I first got my connection to the Internet, I received about 20 pop-ups. At least half of those were for “pop-up killers.” Luckily, my Networks and Software Engineering classes played with the Messenger Service a lot (much to the dismay of our professor), and I knew what the spam was. I was able to contact a friend who knew a little more than me, and he helped me stop them. If I hadn’t known what they were, I would have probably had to spend about 10 minutes searching through the Internet to find out how to stop them.
Using people’s ignorance is not very cool. “Mam, I’m sorry but your rotater splint screw has frozen up, so we have to order a new one. We can have it ordered overnight, but shipping will be an extra $20. The rotater splint screw? It’s a piece which connects your engine to your gas plumer. It’s what was making that ‘whump-whump’ noise you described. We’re lucky we caught it when we did, otherwise it could have destroyed your whole engine.” I believe that the situation Mam is in is very similar to the situation Jim is in when he receives a pop-up selling him software to stop the pop-up. Most people would be able to see through the car repairman’s lies, but not nearly as many people can see through the spammers bull. They either have to suffer through each pop-up they receive or buy the program to stop it. They don’t realize that there is a much cheaper and simpler way to stop them. Just like Mam didn’t know that all she needed to stop her “whumping” was a new $15 belt that her son could have put on.

A company’s business plan should try to minimize the pain they cause to their targeted audience. The spammers who utilize the Messenger Service are targeting almost all Windows users. Almost all of these users who receive the spam are being annoyed. Just annoying people is bad enough. People who sell spam to sell software to stop this spam put themselves in an even lower bracket on the Moral Chart Moralness. There is no reason for someone to be in the business of ripping off people annoyed by you.